

Cingular Wireless

Site # X019A

**Site Name: Alma School & Turnberry
Scottsdale, AZ**

Submittal NARRATIVE REPORT

Applicant:

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Submitted to:

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Scottsdale, Arizona 85251
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1. PURPOSE OF APPLICATION

This statement supplements Infranext's application for DRB approval to accommodate the placement of an unmanned telecommunications facility. The telecommunications antennae are intended to be partially concealed by placement on the maintenance building rooftop. The height of the antennae will not extend beyond four feet above the current rooftop. Infranext, by and through Kristin Rooney of JR Grace & Co., LLC, represents Cingular Wireless for the purpose of this application.

These facilities are needed in this area to extend Cingular's network coverage and address network capacity limitations. Less than peak network performance, as realized or perceived by the end user, results from a gap in coverage in this area. Also, in addition to limited geographic coverage, the area's growth has strained network capacity. These gaps and network burdens cause dropped or blocked calls, and results in less than optimal customer service.

Increased network usage is being driven by a convergence of increasing residential and commercial subscribers, increasing usage and increasing call length (on average). People now use their wireless phones in a variety of circumstances. In addition to their cars, people now use wireless technology almost everywhere, including as an adjunct to their businesses and in their homes. In fact, the May 13, 2005 edition of *The Washington Post* estimated approximately six percent (6%) of the population has "cut the cord" in that "[m]illions of college students, young professionals, and increasingly even families are foregoing their traditional phones at home and (have gone wireless)." Ironically, the very cars, offices and homes in which these phones have become commonplace absorb and degrade the radio signals, thereby creating a need for additional base stations and additional cell sites to reach the end user. Additionally, new high speed data technologies require more bits of information to be transmitted within the same bandwidth and along the same network. Since most network systems were conceived and designed for mere voice traffic, more cell sites are required to support these high speed data services. Indeed, the *Wall Street Journal* (May 25, 2005) confirms the practical effect of lagging infrastructure by reporting that:

[r]oughly one of three cell phone calls has quality problems of some kind last year, according to an online survey by J.D. Power & Associates of 21,700 wireless customers. The result was essentially unchanged from the 2003 survey, the first year it was conducted. Besides dropped calls and an inability to connect, callers constantly experienced interference, echoes and voice distortion.

This application is for the purpose of improving coverage in the area, thereby avoiding the foregoing pitfalls.

Finally, lest one think that the wireless companies are woefully inadequate when planning long-term, the problems in maintaining seamless coverage runs not only from the heights of technological advancement but to the mere mundane of handset design. The smaller cell phones customers crave contain smaller batteries and internal antennae, which, together, reduce the effective range of their phones. Hence, the demand for ever-smaller cell phones increases the need for additional site installations. The pressures on the infrastructure increase, therefore, as the technology evolves.

In conclusion, Cingular Wireless is respectfully asking the Design Review Board to approve the placement of this facility to fill a gap in coverage where no other Cingular site exists or is in use. Consequently, Cingular Wireless would respectfully ask that the DRB consider approval of this application for the reason that it is not adverse to the best interests of the City and its residents.

OTHER WIRELESS FACTS OF NOTE:

- More than 182 million Americans are wireless subscribers; by mid-2004 there were 1.5 billion worldwide subscribers.
- At the end of 2004, 40% of 15-19 year olds in the U.S. are wireless subscribers.
- 1.1 *trillion* minutes of use were logged by April 1, 2005.
- More than \$174 billion in capital investment; 175,725 cell sites nationwide.
- 200,000 times each day, someone uses a wireless phone to call for help.
- The wireless industry and the National Center for Missing & Exploited Children® (NCMEC) have officially partnered to launch Wireless AMBER Alerts™, an initiative that will help galvanize 182-million wireless subscribers in the search for an abducted child. Any wireless subscriber capable of receiving text messages, and whose wireless carrier participates in the Wireless AMBER Alerts Initiative, may opt in to receive alerts by registering at www.wirelessamberalerts.org or their wireless carrier's website. Subscribers may designate up to five geographic areas for which they would like to receive Wireless AMBER Alerts.
- Drivers participating in a study by the Automobile Association of America (AAA) listed talking on cell phones as the 8th most common distraction out of 9. Eating, drinking, talking to other passengers, adjusting radio controls, applying make-up, and reading were among the distractive behaviors cited as more prevalent while driving.

2. DESCRIPTION OF PROPOSAL.

As set forth above, Cingular proposes to install a rooftop personal communication facility with a maximum height of four feet above current structure height". The antennae array will be concealed inside the wall extension (to match the existing building). The necessary additional equipment will be placed inside the existing maintenance garage.

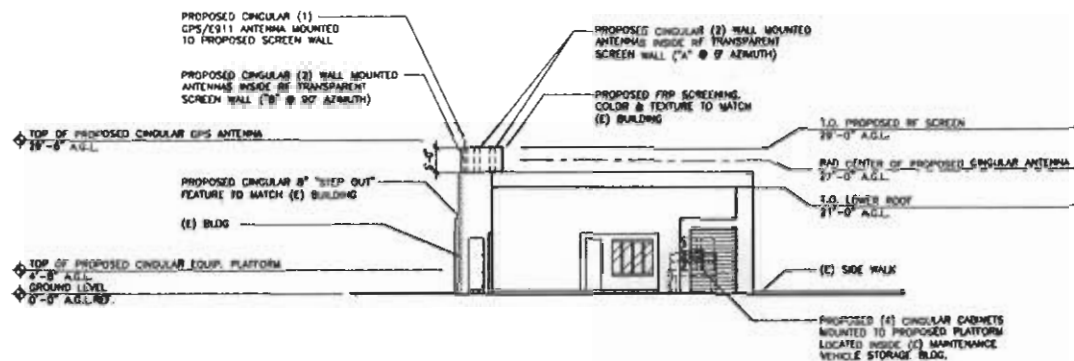
3. RELATIONSHIP TO SURROUNDING PROPERTIES.

The surrounding properties are zoned R1-18. The properties surround the Troon Golf & Country Club. However, for the reason that this is a rooftop, which is intended to be incorporated into a larger non-residential development (maintenance facility), this proposal will have a *de minimis* impact on the surrounding properties, if at all. Indeed, it is likely the increasing usage from the surrounding residential properties which, to some extent, is driving the need for service in this area.

4. CONCLUSION.

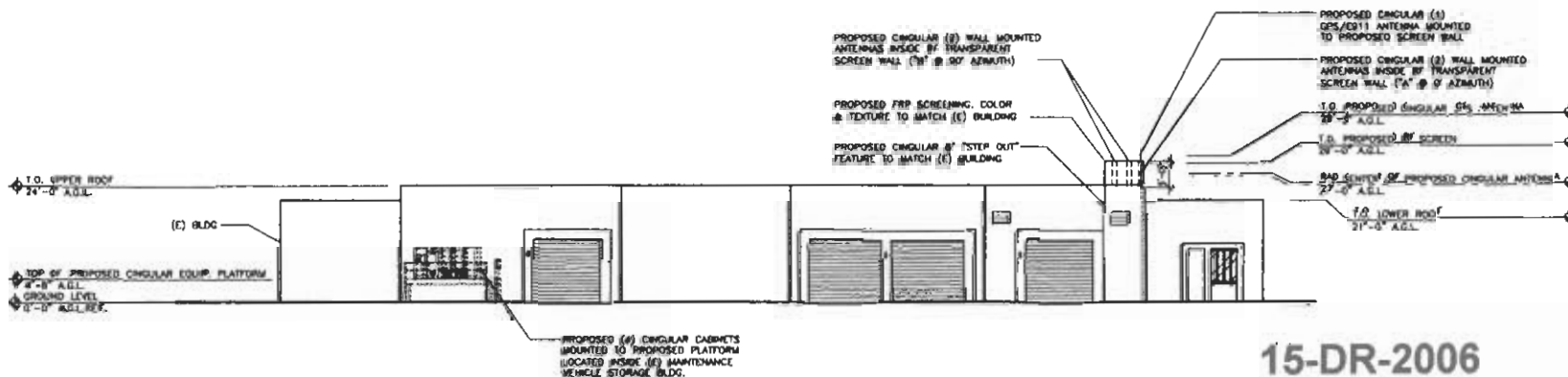
As set forth above this property is one upon which Cingular desires to locate its operational equipment- antennae and the electronic equipment necessary to run their wireless system. Cingular's analysis of its needs in this area detail that their current coverage is less than optimal. Indeed, this application is driven in part by feedback from their customers as to poor coverage areas. Cingular hopes this narrative report has helped staff understand the unique issues that Cingular faces as it moves forward. If staff should have any additional questions, comments or concerns, please contact Kristin Rooney at 602-315-6343 (cell phone).

[illegible]



NORTH ELEVATIONS

SCALE 1/8" = 1'-0"



15-DR-2006
REV: 07/17/2006

EAST ELEVATIONS

SCALE 1/8" = 1'-0"

DATE: 07/09/06
ARCHITECT: PETER LENDRUM
DESIGN BY: PL
CHECKED BY: RA

NO.	DATE	DESCRIPTION	BY
1	06/05/06	ISSUE 01	PL
2	06/14/06	REVISION 001	PL
3	07/09/06	REV. CORRECTIONS	PL

CONTRACT INFORMATION
PROJECT NO. 15-DR-2006
PROJECT NAME: 15-DR-2006
PROJECT LOCATION: 15-DR-2006
PROJECT OWNER: 15-DR-2006
PROJECT MANAGER: 15-DR-2006

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CONTRACT NO. 15-DR-01-03
SHEET NO. 15-DR-01-03
SHEET TITLE: ROOFTOP
DRAWING NO. 15-DR-01-03
SHEET NO. 15-DR-01-03
SHEET TITLE: ROOFTOP
SHEET NO. 15-DR-01-03

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SCALE 1/8" = 1'-0"

A-2



X019

24301 NORTH ALMA SCHOOL ROAD
SCOTTSDALE, AZ 85255

VIEW 1



PROPOSED



LOCATION - [MAP]



EXISTING